Show Off Your Date Night Hair with Wella™ Contest
Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Show Off Your Date Night Hair with Wella Professionals™ Contest (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who as of the last day of the month prior to the date of entry are the age of majority in their state of residence (eighteen (18) in most states; nineteen (19) in Alabama and Nebraska and twenty-one (21) in Mississippi) and who did not purchase any equipment for the purposes of entering this Contest. Employees of The Procter and Gamble Distributing LLC ("Sponsor"), DeVries Global, owners of salons that exclusively use Wella Professionals™ products, Match.com®, L.L.C., HelloWorld, Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsor: The Procter & Gamble Distributing LLC, 1 P & G Plaza, Cincinnati, Ohio, 45202.
Administrator: HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

3. Agreement to Official Rules: Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on May 5, 2015 at 12:00 p.m. Eastern Time ("ET"), ends on May 24, 2015 at 11:59 p.m. ET (the "Contest Period") and consists of three (3) weekly entry periods (each a "Weekly Entry Period") as set forth in the charts below:

Weekly Entry Period	Start Date and Time	End Date at 11:59 p.m. ET	Winner Notification Date
1	May 5, 2015 at 12:00 p.m. ET	May 10, 2015	May 14, 2015
2	May 11, 2015 at 12:00 a.m. ET	May 17, 2015	May 22, 2015
3	May 18, 2015 at 12:00 a.m. ET	May 24, 2015	May 29, 2015

Instagram LLC's servers are the official time-keeping devices for the Contest.

5. How to Enter: To participate you will need to have an Instagram account. Creating an Instagram account is free, but is subject to the applicable terms and conditions: http://instagram.com/about/legal/terms/#. Posting on Instagram requires a mobile device. Message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans. Your account settings must be set to "unprotected" and/or "public" in order for your posts to be viewable by Sponsor. During each Weekly Entry Period, take the following actions to receive an entry into the Contest:

1) Follow @WellahairUSA on Instagram;
2) Post a photo of yourself displaying your date night hairstyle. Include the hashtag #loveisinthehaircontest and tag @WellahairUSA in your post (herein your "Submission").

You automatically will receive one (1) entry into the Contest for your qualified photo. Your photo will be considered for the Weekly First Prize as well as end of Contest prizes. Your photo may not be indecent, obscene, hateful, tortious, defamatory, or libelous or contain material that violates or infringes another's rights, or disparage Sponsor or any other person or party, or contain material that is unlawful in any way. Photos must be entrant's original work, and entrant must have permission from all individuals who appear in

the photo (if any) to use their names and likenesses in the photo and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor.

Limit: Each entrant may upload one (1) Submission per day during the Contest Period. Submissions received from any person or Instagram account in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. Posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 9, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

In the event of a dispute as to any Submission, the authorized account holder of the Instagram account used to enter will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address used to create an Instagram account. Each entrant may be required to show proof of being an authorized account holder. Sponsor and Administrator are not responsible for posts that are not viewable to the public.

6. Prize Winner Determination:

Weekly First Prizes: After each Weekly Entry Period, a panel of qualified judges determined by Sponsor in its sole discretion will select the four (4) entrants with the highest-scoring Submissions (the "potential First Prize winners") from among all eligible Submissions posted from the beginning of the Contest through the end of the applicable Weekly Entry Period, based on the following criteria ("Judging Criteria"):

- Originality/Creativity (33%);
- Fit to Theme (34%); and
- Quality of Submission (33%);

In the event of a tie, the entrant whose Submission received the highest score for Fit to Theme, as determined by the qualified judges, in their sole discretion, will be deemed the applicable First Prize winner. Sponsor reserves the right to select fewer than four (4) First Prize winners after each Weekly Entry Period, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

First and Grand prizes: After the end of the Contest Period, a panel of qualified judges will select the entrant whose Submission has received the highest score based on the above stated Judging Criteria from among all eligible Submissions posted during the Contest Period ("the potential Grand Prize winners) as well as the next four (4) entrants whose Submissions received the highest scores from among all eligible Submissions (potential "First Prize winners"). Sponsor reserves the right to select fewer winners than identified if in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

7. Winner Requirements: Potential winners will receive a direct message from Sponsor (@WellahairUSA) to the Instagram account used to enter the Contest and will be asked to provide his/her email address, name, valid home address (P.O. boxes not acceptable), birthdate to confirm eligibility, and phone number on or around the date set forth in the table above. Potential winners will be required to provide this information within three (3) days of the date notice is provided in order to claim his/her prize. If a potential winner does not comply with these Official Rules, does not respond or fails to provide requested information within the required time period, or the prize or notification is returned as undeliverable, the potential winner will be disqualified and forfeits the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain un-awarded. Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission and/or prize information in connection with the

Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, each winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Each winner will indemnify Sponsor, Released Parties (as defined in Section 9, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

8. Prizes: ONE (1) GRAND PRIZE: A haircut and style for winner and a guest (valued up to $599 total for both winner and guest, including gratuities) at a Wella™ Salon local to winner as determined by Sponsor in its sole discretion. If a local salon is more than thirty (30) miles from winner's home address, Sponsor will provide spending money in the form of a check to cover transportation costs, determined by Sponsor in its sole discretion. Sponsor will book appointments for winner and guest and pay prize value directly to the salon. Prize must be redeemed by July 31, 2015. Approximate Retail Value ("ARV"): Up to $599.
TWELVE (12) FIRST PRIZES (Four (4) prizes awarded each Weekly Entry Period) One (1) Wella™ Professionals Starter Kit including Wella™ shampoo, conditioner, and styling products (determined by Sponsor in its sole discretion). ARV: $100.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. First Prizes will be fulfilled 8 – 10 weeks after end of Contest.

9. Release: By receipt of any prize, winners agree to release and hold harmless the Sponsor, DeVries Global, Match.com®, L.L.C Instagram LLC, Administrator and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or

stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third party use of any Submission.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

13. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy http://www.pg.com/privacy/english/privacy_notice.shtml and to Administrator's Privacy Policy http://www.HelloWorld.com/privacy-policy. Trust is a cornerstone of Sponsor's corporate mission, and the success of their business depends on it. Sponsor is committed to maintaining your trust by protecting personal information it collects about you, its consumers. Entrant understands that it is providing his or her personal information to Sponsor, and not to Instagram, LLC.

14. Winner List: For a winner list, visit http://bit.ly/1PDux0l. The winner list will be posted after winner confirmation is complete.

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